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Ontario's Overnight Visitors with an Outdoors Interest, 1999

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Table of Contents

	Page Number
Highlights	i
Points Saillants	ii
Introduction	iii
 ONTARIO'S OVERNIGHT VISITORS WITH AN OUTDOORS INTEREST, 1999	 1
How many outdoor enthusiasts visited Ontario and where did they come from?	1
How long did they stay in Ontario?	2
When did they come to Ontario?	3
Why did they come to Ontario?	4
How big were their travel parties? Who were in their travel parties?	5
Where did they stay in Ontario?	6
What other activities did they participate in?	7
Which Ontario regions did they visit?	9
How much money did they spend in Ontario?	11
 How did 1999 compare to 1998 and 1996?	 13
Glossary	14
Map of Ontario Travel Regions	16

Highlights

- Of Ontario's 39.8 million overnight visitors in 1999, 16.0 million or 40.2% participated in outdoor activities.
- Expenditures of overnight outdoor visitors accounted for 32.6% of total spending by overnight visitors in Ontario in 1999.
- On average, outdoor enthusiasts stayed in Ontario for 3.79 nights in 1999, 20% longer than total overnight visitors.
- The majority (57%) of overnight outdoor visitors came to Ontario during the summer months in 1999, compared to 40% of the province's total overnight visitors.
- Nearly three-quarters (73.3%) of Ontario's overnight outdoor visitors came to the province for the primary purpose of pleasure, compared to only 45.1% of the total overnight visitors.
- Most overnight outdoor visitors (79.4%) travelled in parties of adults only. Average party sizes ranged from 1.91 to 2.68 depending on the origin of the visitor.
- 30.6% of the overnight outdoor visitors stayed in private cottages while on vacation in Ontario, compared to 14.9% of total overnight visitors in 1999.
- Not surprisingly, active participation in outdoors and sports activities was the most popular pastime of Ontario's overnight outdoor visitors with a 76.2% participation rate*.
- In addition to outdoor activities, shopping and sightseeing were also popular, especially among US and overseas visitors.
- Outdoor visitors increased by 10.1% in 1999 over 1998, compared to an increase of 1.1% for total overnight visitors.

* Please see the Introduction section for a full description of an "outdoor visitor".

Points Saillants

- Sur les 39,8 millions de visiteurs (une nuitée ou plus) en Ontario en 1999, 16 millions ou 40,2 % ont participé à des activités de plein air.
- En Ontario, en 1999, les dépenses des visiteurs de plein air (une nuitée ou plus) dans la province ont représenté 32,6 % de toutes les dépenses des visiteurs (une nuitée ou plus).
- Les amoureux de la nature sont restés en moyenne 3,79 nuits en Ontario en 1999, soit 20 % plus longtemps que tous les visiteurs (une nuitée ou plus) réunis.
- En 1999, la majorité (57 %) des visiteurs de plein air (une nuitée ou plus) sont venus en Ontario pendant les mois d'été, par rapport à 40 % de tous les touristes (une nuitée ou plus).
- Presque les trois quarts (73,3 %) des visiteurs de plein air (une nuitée ou plus) sont surtout venus en Ontario pour le plaisir, par rapport à seulement 45,1 % de tous les touristes (une nuitée ou plus).
- La plupart des visiteurs de plein air (une nuitée ou plus), soit 79,4 %, ont voyagé entre adultes. Les groupes comptaient en moyenne de 1,91 à 2,68 touristes, selon leur origine.
- En 1999, parmi les visiteurs de plein air (une nuitée ou plus), 30 % ont logé dans une résidence de vacances privée pendant leur séjour en Ontario, par rapport à 14,9 % de tous les touristes (une nuitée ou plus).
- Comme il fallait s'y attendre, le passe-temps le plus populaire des touristes (une nuitée ou plus) était les activités de plein air et les activités sportives, le taux de participation s'élevant à 76,2 %.
- Outre les activités de plein air, le magasinage et les visites touristiques ont été aussi populaires, en particulier parmi les touristes étrangers et américains.
- Les visiteurs de plein air ont augmenté de 10,1 % en 1999 par rapport à 1998, alors que la hausse a été de 1,1 % chez tous les touristes (une nuitée ou plus).

* Veuillez consulter l'Introduction pour lire la description complète d'un « visiteur de plein air ».

Introduction

Definition: In this report an overnight tourist with an outdoor interest is defined as:

1. an international visitor to Ontario who:
 - a. participated in any outdoor activity, or
 - b. visited any national or provincial park or historic site, or
 - c. stayed any nights at campgrounds, trailer parks, or at private or commercial cottages or cabins
2. a domestic visitor with an Ontario destination who:
 - a. participated in any outdoor activity, or
 - b. visited any national or provincial park, or
 - c. stayed any nights at campgrounds, trailer parks, or at private or commercial cottages or cabins

Note: Visitors with an outdoor interest that spent all of their nights in the Toronto or Ottawa CMA were not included in this report in order to maintain a rural focus. Also, overnight visitors that indicated swimming as one of the activities participated in were only included in this segment if the activity occurred during July or August of 1999.

The information contained in this report was extracted from the micro data files of the Canadian Travel Survey (CTS) and the International Travel Survey (ITS) by Research Resolutions, on behalf of the Ontario Ministry of Tourism, Culture and Recreation (MTCR).

Co-sponsored by all the provinces and the federal government, the CTS is conducted by Statistics Canada annually (starting in 1997) as a supplement to the Labour Force Survey. The CTS telephone interview captures the incidence and detail of travel by Canadians. In 1999, an average of 14,530 Canadian households — including 4,117 Ontario households — were surveyed every month throughout the year. The average response rate for Canadian and Ontario respondents was around 90%.

While up to 1994 only the name of a trip's destination was available from the CTS, as well as the name of the province where an overnight stop might have occurred en route to the trip's destination, starting in 1996 the complete trip itinerary was collected. As such, at the sub-provincial level, only visits with a destination in a specific region are comparable pre and post 1996 and not total domestic visits. In addition to the change in the location question, starting in 1996, the CTS captured the interview data on a CAI system, rather than on paper as was the case up to 1994.

The domestic data contained in this report differ from those reported in print or supplied in electronic format by Statistics Canada in the following ways:

Length of Stay	Place of Residence	
	Ontario	Other Canada
Same Day	40 Kms one-way from home	80 Kms one-way from home
Overnight	No minimum distance	No minimum distance

1. All overnight trips, regardless of the distance travelled, and same day trips with a minimum one-way distance from a respondent's home of at least 40 kms are included in this report. Statistics Canada reports only trips of 80 kms and over.

2. Overnight trips with an Ontario destination, but no nights spent in the province, are treated in this report as same day trips to Ontario.

3. The domestic data contained in this report include visits in Ontario by Canadians while on trips to any destination, not just Canadian destinations.

Excluded from this report's domestic data are the following types of travel: travel as a member of an operating crew of a bus, plane, truck, etc.; commuting to and from work or school; one way travel involving a change of residence; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada; and trips longer than one year. A domestic trip must also meet a distance requirement as follows:

The ITS is also conducted by Statistics Canada every year with the help of Canada Customs and Immigration authorities who essentially conduct a census of border crossings and distribute the questionnaires to a sample of travellers. The questionnaires are self-completed by the travellers and mailed back to Statistics Canada. The questionnaire that is given to same day visitors from the United States who enter Canada by car does not contain any questions regarding the activities that these visitors engage in during their trip. This is the reason why we have limited our report to overnight visitors only.

The international statistics presented in this report are based on the census of US and overseas visitors as far as the number of travellers, their origin and the mode of transport are concerned. Most of the remaining trip characteristics were obtained from 17,718 completed questionnaires by US residents (out of 34,696 usable questionnaires of US visitors to Canada) and 4,046 completed questionnaires by overseas visitors (out of 8,022 usable questionnaires of overseas visitors to Canada).

The data contained in this report differ from those reported in the Touriscope, or supplied electronically by Statistics Canada, primarily due to the following:

1. Statistics Canada does not allocate Canadian carrier fares to the provinces. Ontario does so based on the mode of transport and the port of entry/exit.
2. Ontario does a number of imputations for missing values.
3. Statistics Canada allocates expenditures to the provinces based on the number of nights a visitor spends in each place. Ontario distinguishes between accommodation expenditures and other expenditures. The former are distributed according to the number of nights a visitor spent in various places and according to whether or not commercial accommodation was used in each overnight stop.

For more details on how Ontario manipulates the database, please write to the address below to obtain the technical appendix.

To aid the reader, a glossary of key terms used throughout this report is appended. For more information on this publication please contact:

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ONTARIO'S OVERNIGHT VISITORS WITH AN OUTDOORS INTEREST, 1999



How many outdoor enthusiasts visited Ontario and where did they come from?

Of Ontario's 39.8 million overnight visitors in 1999, 16.0 million or 40.2% participated in outdoor activities.

- Over three-quarters (75.5%) of visitors with an outdoor interest were Canadian.
- Ontario residents accounted for 93.2% of Canadian outdoor visitors, and 70.4% of total overnight visitors that were outdoor enthusiasts.
- Out of every 20 visitors that participated in outdoor activities in Ontario in 1999, 14 were from Ontario, four were from the U.S. border states, one was from other Canadian provinces and one was from other U.S. states.

Table 1: Overnight Person Visits to Ontario, 1999

Origin	Total Overnight Visitors	% Share	Overnight Outdoor Visitors	% Share	Incidence*
TOTAL	39,842	100.0%	16,029	100.0%	40.2%
CANADA	30,175	75.7%	12,097	75.5%	40.1%
Ontario	26,887	67.5%	11,278	70.4%	41.9%
Quebec	1,685	4.2%	270	1.7%	16.0%
Manitoba	512	1.3%	299	1.9%	58.4%
Atlantic Canada	363	0.9%	66	0.4%	18.2%
Western Canada	728	1.8%	184	1.1%	25.3%
USA	7,792	19.6%	3,293	20.5%	42.3%
Border States	5,294	13.3%	2,372	14.8%	44.8%
Michigan	1,661	4.2%	652	4.1%	39.3%
New York	1,449	3.6%	527	3.3%	36.4%
Ohio	700	1.8%	337	2.1%	48.1%
Pennsylvania	484	1.2%	258	1.6%	53.3%
Illinois	415	1.0%	183	1.1%	44.1%
Minnesota	308	0.8%	227	1.4%	73.7%
Wisconsin	277	0.7%	188	1.2%	67.9%
Other USA	2,497	6.3%	921	5.7%	36.9%
OVERSEAS	1,875	4.7%	639	4.0%	34.1%
UK	382	1.0%	160	1.0%	41.9%
Japan	218	0.5%	62	0.4%	28.4%
France	157	0.4%	53	0.3%	33.8%
Germany	135	0.3%	71	0.4%	52.6%
All Other	983	2.5%	293	1.8%	29.8%

*Incidence refers to the percentage of total overnight visitors that had an interest in outdoor activities.



How long did they stay in Ontario?

On average, outdoor enthusiasts stayed in Ontario for 3.79 nights in 1999, 20% longer than total overnight visitors.

- Overnight visitors that participated in outdoor activities from overseas countries stayed the longest, followed by Americans and Canadians.
- Over three-quarters (78.2%) of outdoor enthusiasts stayed in the province for four nights or less, while only 3.8% stayed for ten or more nights.
- Ontarians that participated in outdoor activities had the highest incidence of taking a short getaway trip (1 to 3 nights) in the province (78.5%), followed by outdoor visitors from Michigan (75.4%).
- The incidence of short getaway trips made by overseas outdoor visitors was only 25.1%, indicating that the further away a visitor comes from, the longer they stay in the province.

Table 2: Person Nights in Ontario, 1999

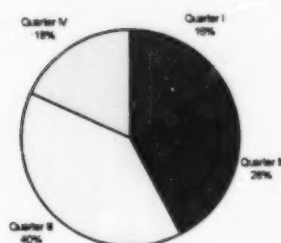
Origin	Total Overnight Visitors	% Share	Outdoor Visitors	% Share	Incidence	Average Length of Stay (nights)	
						Total	Outdoor
TOTAL	125,862	100.0%	60,773	100.0%	48.3%	3.16	3.79
CANADA	83,725	66.5%	40,460	66.6%	48.3%	2.77	3.34
Ontario	68,643	54.5%	35,481	58.4%	51.7%	2.55	3.15
Quebec	5,347	4.2%	1,342	2.2%	25.1%	3.17	4.97
Manitoba	2,212	1.8%	1,346	2.2%	60.8%	4.32	4.50
Atlantic Canada	2,297	1.8%	445	0.7%	19.4%	6.33	6.74
Western Canada	5,227	4.2%	1,846	3.0%	35.3%	7.18	10.03
USA	25,893	20.6%	13,545	22.3%	52.3%	3.32	4.11
Border States	15,718	12.5%	8,860	14.6%	56.4%	2.97	3.74
Michigan	3,894	3.1%	1,919	3.2%	49.3%	2.34	2.94
New York	4,142	3.3%	1,894	3.1%	45.7%	2.86	3.59
Ohio	2,114	1.7%	1,226	2.0%	58.0%	3.02	3.64
Pennsylvania	1,719	1.4%	1,168	1.9%	67.9%	3.55	4.53
Illinois	1,546	1.2%	871	1.4%	56.3%	3.73	4.76
Minnesota	1,082	0.9%	833	1.4%	77.0%	3.51	3.67
Wisconsin	1,221	1.0%	949	1.6%	77.7%	4.41	5.05
Other USA	10,175	8.1%	4,685	7.7%	46.0%	4.07	5.09
OVERSEAS	16,243	12.9%	6,768	11.1%	41.7%	8.66	10.59
UK	3,629	2.9%	1,770	2.9%	48.8%	9.50	11.06
Japan	743	0.6%	172	0.3%	23.1%	3.41	2.77
France	813	0.6%	269	0.4%	33.1%	5.18	5.08
Germany	1,219	1.0%	735	1.2%	60.3%	9.03	10.35
All Other	9,839	7.8%	3,823	6.3%	38.9%	10.01	13.05



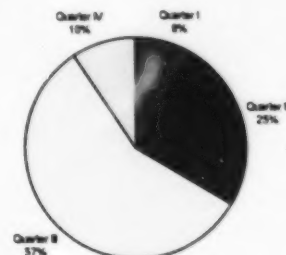
When did they come to Ontario?

The majority (57%) of overnight outdoor visitors came to Ontario during the summer months in 1999, compared to 40% of the province's total overnight visitors.

Overnight Visitors
Quarter of Visit 1999

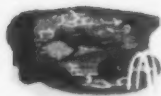


Overnight Outdoor Enthusiasts
Quarter of Trip 1999



- Compared to other overnight visitors, outdoor visitors had a much higher incidence of traveling during the summer than during the winter and fall.
- The majority of Ontario's main markets visited the province during the summer with the exception of outdoor visitors from Japan. 37.1% of Japanese tourists visited in the summer and 40.3% visited during the spring.

	Q1	Q2	Q3	Q4
Total	1,306	4,034	9,161	1,529
CANADA (000)	1,111	3,003	6,874	1,109
Share (%)	85.1%	74.4%	75.0%	72.5%
Ontario	1,065	2,846	6,379	987
Share (%)	81.5%	70.6%	69.6%	64.6%
USA (000)	155	816	1,967	356
Share (%)	11.9%	20.2%	21.5%	23.3%
Border States	133	566	1,409	265
Share (%)	10.2%	14.0%	15.4%	17.3%
OVERSEAS (000)	40	215	320	64
Share (%)	3.1%	5.3%	3.5%	4.2%
UK	7	51	90	12
Share (%)	0.5%	1.3%	1.0%	0.8%
France	1	15	31	6
Share (%)	0.1%	0.4%	0.3%	0.4%
Germany	4	22	36	9
Share (%)	0.3%	0.5%	0.4%	0.6%
Japan	6	25	23	8
Share (%)	0.5%	0.6%	0.3%	0.5%

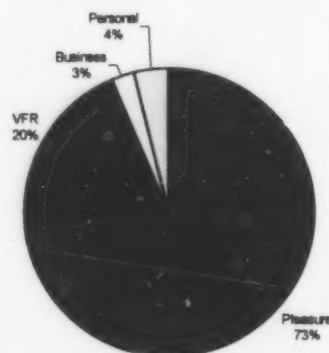


Why did they come to Ontario?

Nearly three-quarters (73.3%) of Ontario's overnight outdoor visitors came to the province for the primary purpose of pleasure, compared to only 45.1% of total overnight visitors.

- The highest incidence of travel for the primary purpose of pleasure occurred within outdoor visitors from New York State (82.9%).
- Outdoor visitors from Quebec had the highest incidence of travel (46.1%) for the primary purpose of visiting friends and/or relatives (VFR).
- Outdoor visitors from the Maritimes and Western provinces had the highest incidence of travel (12.2%) for the primary purpose of business.

Outdoor Visitors - Main Purpose of Trip 1999



	Pleasure	%	VFR	%	Business	%	Personal	%
Total (000)	11,749	73.3%	3,232	20.2%	435	2.7%	613	3.8%
CANADA (000)	8,765	72.4%	2,671	22.1%	279	2.3%	383	3.2%
Ontario	8,354	74.1%	2,343	20.8%	209	1.9%	372	3.3%
Quebec	140	51.7%	125	46.1%	3	1.1%	3	1.1%
Other Canada	272	49.5%	203	36.9%	67	12.2%	8	1.5%
USA (000)	2,627	79.8%	346	10.5%	115	3.5%	204	6.2%
Border States	1,944	82.0%	213	9.0%	60	2.5%	154	6.5%
New York	436	82.9%	65	12.4%	4	0.8%	21	4.0%
Michigan	492	75.5%	83	12.7%	39	6.0%	38	5.8%
Other USA	683	74.2%	133	14.4%	55	6.0%	50	5.4%
OVERSEAS (000)	357	55.9%	215	33.6%	41	6.4%	26	4.1%
UK	79	49.7%	70	44.0%	5	3.1%	5	3.1%
France	38	71.7%	10	18.9%	2	3.8%	3	5.7%
Germany	45	64.3%	19	27.1%	6	8.6%	-	-
Japan	50	80.6%	4	6.5%	6	9.7%	2	3.2%
All Other	145	49.5%	111	37.9%	21	7.2%	16	5.5%



How big were their travel parties? Who were in their travel parties?

Most overnight outdoor visitors (79.4%) travelled in parties of adults only. Average party sizes ranged from 1.91 to 2.68 depending on the origin of the visitor.

- Canadian outdoor visitors had the smallest average party size (1.91), while visitors from the USA border states had the largest (2.68).
- Outdoor visitors from France had the lowest occurrence of traveling in groups of adults only (69%), while German visitors had the highest (88.5%).

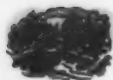
Table 6: Overnight Outdoor Visitors by Party Size, 1999

Origin	1 person	2 people	3 or more people
TOTAL	42.1%	34.4%	23.5%
CANADA	47.0%	31.3%	21.7%
Ontario	46.0%	31.8%	22.3%
Quebec	47.4%	32.1%	20.4%
Manitoba	52.9%	31.6%	15.5%
Atlantic Canada	65.0%	20.0%	15.0%
Western Canada	76.5%	13.6%	9.8%
USA	20.2%	47.5%	32.3%
Border States	17.4%	47.7%	34.9%
Michigan	23.2%	44.1%	32.7%
New York	21.1%	45.1%	33.8%
Ohio	16.2%	40.2%	43.6%
Pennsylvania	11.2%	60.2%	28.6%
Illinois	12.3%	56.9%	30.8%
Minnesota	11.0%	57.3%	31.7%
Wisconsin	5.5%	45.5%	49.1%
OVERSEAS	33.8%	44.0%	22.2%
UK	28.6%	51.9%	19.5%
Japan	39.3%	35.7%	25.0%
France	29.6%	59.3%	11.1%
Germany	26.7%	46.7%	26.7%

Table 5: Overnight Outdoor Party Visitation by Origin, 1999

Origin	Average Party Size	Party Composition	
		Adults Only	Adults w/ Kids
Canada	1.91	79.0%	21.0%
Ontario	1.93	78.3%	21.7%
USA	2.57	80.1%	19.9%
Border States	2.68	78.2%	21.8%
Overseas	2.11	87.2%	12.8%
UK	2.06	79.3%	20.7%
France	1.97	69.0%	31.0%
Germany	2.33	88.5%	11.5%
Japan	2.24	82.6%	17.4%

- Outdoor visitors from Canada's Western and Atlantic provinces had the highest incidence (76.5% and 65.0% respectively) of travelling alone in Ontario. This could be attributed to the high occurrence of business travel within these visitor groups.
- Outdoor visitors from France (59.3%) and Illinois (56.9%) had the highest frequency of travelling in groups of two in 1999, while Wisconsin (49.1%) and Ohio (43.6%) had the highest incidence of travelling in parties of three or more people.



Where did they stay in Ontario?

30.6% of the overnight outdoor visitors stayed in private cottages while on vacation in Ontario, compared to 14.9% of the total overnight visitors in 1999.

- Outdoor visitors had a lower tendency to stay in commercial accommodation, compared to total overnight visitors. For instance, 7.5% of outdoor visitors stayed in hotels, while 16.7% of total visitors did so in 1999.

- As mentioned, 30.6% of outdoor visitors stayed in private cottages. In addition, 11.3% stayed in other roofed accommodation, which includes commercial cottages and cabins, hunting and fishing lodges, resorts, and bed and breakfasts.

- Camping and trailer parks also had high usage among outdoor visitors, not surprising considering the rural focus of this segment.
- The majority (52.9%) of overseas outdoor visitors stayed at homes of friends or relatives while in the province in 1999, a figure that could be attributed to the fact that 33.6% of these visitors were in Ontario for the primary purpose of VFR.

Type of Accommodation Used in Ontario - 1999

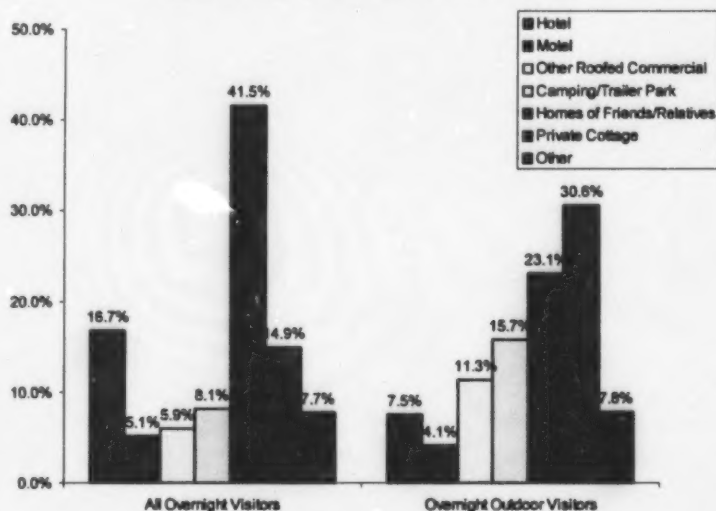


Table 1: Overnight Visitor Accommodation Use by Region, 1999										
Type of Accommodation	Canada	% Share	Ontario	% Share	USA	% Share	Border States	% Share	Over-seas	% Share
Hotel	1,552	3.8%	1,139	3.2%	1,806	13.3%	1,208	13.6%	1,187	17.5%
Motel	695	1.7%	547	1.5%	1,407	10.4%	973	11.0%	399	5.9%
Other Roofed Commercial	2,531	6.3%	2,307	6.5%	3,926	29.0%	2,701	30.5%	395	5.8%
Camping/Trailer Park	7,697	19.0%	7,195	20.3%	1,549	11.4%	1,090	12.3%	293	4.3%
Homes of Friends/Relatives	8,833	21.8%	6,723	18.9%	1,598	11.8%	606	6.8%	3,581	52.9%
Private Cottage	16,870	41.7%	15,872	44.7%	1,674	12.4%	1,258	14.2%	49	0.7%
Other	2,282	5.6%	1,695	4.8%	1,585	11.7%	1,024	11.6%	864	12.8%



What other activities did they participate in?

Not surprisingly, active participation in outdoors and sports activities was the most popular pastime of Ontario's overnight outdoor visitors with a 76.2% participation rate*. In addition to outdoor activities, shopping and sightseeing were also popular, especially among US and overseas visitors.

- Next to participating in sports and/or outdoor activities, Ontario's outdoor visitors' most popular activity was visiting friends and/or relatives (VFR) (47.5%).
- As with most visitors to the province, other popular activities for outdoor visitors were sightseeing (39%) and shopping (36%).
- Outdoor visitors were more active than total overnight visitors, participating in an average of 2.62 versus 2.13 activities per person visit.
- Overseas outdoor visitors were the most active, partaking in an average of 4.72 activities per person visits, compared to 3.04 activities for Americans and 2.39 activities for Canadians.

Participation in Selected Activities, 1999

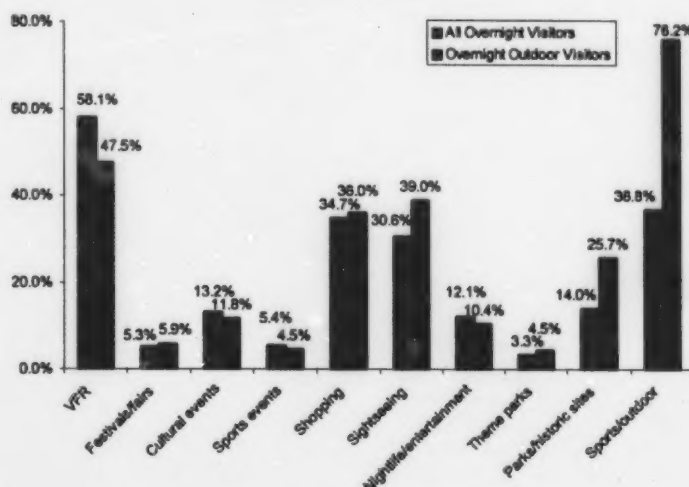


Table 8—Overnight Outdoor Visitors in Ontario
Participation in Selected Activities, 1999

Activity	Canada	Ontario	USA	Overseas
Visit friends/relatives	51.3%	50.2%	30.6%	64.3%
Attend festivals/fairs	5.0%	4.8%	7.4%	17.2%
Attend cultural events	12.6%	11.7%	7.6%	17.7%
Attend sports events	4.5%	4.3%	2.8%	13.0%
Shopping	26.2%	25.0%	61.7%	90.6%
Sightseeing	30.5%	29.4%	60.0%	91.5%
Nightlife/entertainment	8.6%	8.0%	14.6%	24.7%
Visit theme parks	3.0%	2.2%	5.9%	25.7%
Visit parks or historic sites	14.0%	13.0%	56.4%	88.7%
Participate in sports/outdoor activities	83.4%	83.4%	56.9%	39.0%

* Please see the Introduction section for a full description of an "outdoor visitor"

Table 9: Outdoor Activities Participation Rates
Percentages of Outdoor Visitors, NTA, 1990-1999

Outdoor Activities	Total	Canada	Ontario	USA	Overseas
Swimming	40.6%	44.4%	45.1%	29.7%	24.7%
Other Water Sports	25.2%	30.2%	30.6%	10.2%	8.5%
Hunting or Fishing	20.4%	19.5%	19.6%	26.4%	6.6%
Cross Country Skiing	0.8%	0.9%	0.8%	0.5%	0.6%
Downhill Skiing	1.8%	1.8%	1.9%	1.3%	2.5%

- A closer look at participation in selected sports and outdoor activities reveals that swimming and other water sports were popular activities for outdoor visitors in the province, with a 65.8% participation rate.
- Outdoor visitors from the U.S. had the highest participation rate (26.4%) in hunting and/or fishing.
- Overseas outdoor visitors had a higher incidence (3.1%) of participating in winter skiing activities (cross country and downhill skiing).



Which Ontario regions did they visit?

The top market for overnight outdoor visitors was Lakelands (24.7%) followed by Getaway Country (17.0%) and Festival Country (16.7%).

- Lakelands was the top destination for overnight visitors with an outdoors interest (24.7%), compared to only 14.8% of total overnight visitors.
- As mentioned, given the rural nature of this market, those regions that offer a more outdoors and/or rural experience or product (such as Ontario's northern regions, Lakelands and Getaway Country) fared better among outdoor visitors than among total overnight visitors. These are the regions where many Ontarians have their cottages.

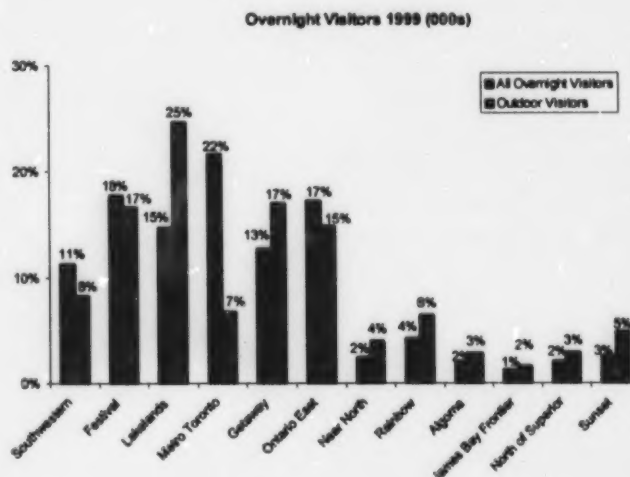


TABLE 10: OVERNIGHT VISITORS BY ORIGIN, VISITING EACH ONTARIO TRAVEL REGION, 2001

Region Visited	Percent of Overnight Pleasure Visitors, by Origin, Visiting each Ontario Travel Region*								
	Canada =====	Ontario	USA =====	Border States	Overseas =====	UK	France	Germany	Japan
Southwestern Ontario	6.9	7.1	13.5	15.7	8.9	10.0	--	11.3	1.6
Festival Country	7.8	7.4	39.6	37.3	66.7	63.1	75.5	66.2	83.9
Lakelands	29.7	31.4	7.6	7.4	18.6	29.4	9.4	28.2	--
Metro Toronto	4.0	2.7	7.7	5.5	54.6	50.0	77.4	59.2	35.5
Getaway Country	20.1	21.0	6.1	4.6	15.3	16.9	5.7	8.5	1.6
Ontario East	14.2	13.8	14.4	14.2	30.2	25.6	67.9	29.6	3.2
Near North	4.3	4.6	2.3	1.7	5.2	5.0	1.9	12.7	3.2
Rainbow Country	7.5	7.9	2.9	2.6	4.4	6.9	--	11.3	--
Algoma Country	1.4	1.4	8.3	8.1	2.8	3.8	--	1.4	3.2
James Bay Frontier	1.9	1.7	0.7	0.8	0.8	0.6	--	2.8	--
North of Superior	2.2	2.1	5.9	4.7	1.9	0.6	--	5.6	4.8
Sunset Country	3.1	1.0	12.3	12.2	1.3	0.6	--	4.2	--

*The percentages are based on the total number of visitors with a known regional destination in Ontario. Note: The sum of each column is greater than 100% because multiple locations may be visited in a given trip.

*As of 2001, the Ministry has identified new regions for research.

- Festival Country was the most popular region among outdoor visitors from Japan (83.9% of Japanese outdoor visitors went to Festival Country), Germany (66.2%), the UK (63.1%) and the U.S. border states (37.3%).
- Lakelands was the most popular region among outdoor visitors from Ontario (31.4%) and Canada (29.7%) as a whole.
- Outdoor visitors from France most frequented Metro Toronto (77.4%), however 75.5% also visited Festival Country indicating that these visitors experienced both an urban and rural focus while on vacation in Ontario.



How much money did they spend in Ontario?

Expenditures of overnight outdoor visitors accounted for 32.6% of total spending by overnight visitors in Ontario in 1999.

- Outdoor visitors spent \$3.1 billion in the province in 1999.
- Canadians accounted for 41.8% of total spending by outdoor visitors, Americans for 36.1%, and overseas visitors for 22.1%.
- Total average spending per person visit was \$194, per party visit was \$395 and per party night was \$105.
- Ontarians had the lowest average spending per person visit (\$96) and overseas visitors had the highest (\$1,077).
- Overseas visitors tend to have the highest average spending levels due to the inclusion of the cost of transportation. Table 13 on the following page provides a comparison of spending with the cost of transportation removed.

	Average Per Person	Average Per Party	Average Per Party Night
TOTAL	\$194	\$395	\$105
CANADA			
Ontario	\$96	\$187	\$61
USA			
Border States	\$294	\$787	\$214
OVERSEAS			
UK	\$1,356	\$2,781	\$244
France	\$732	\$1,436	\$269
Germany	\$1,130	\$2,675	\$233
Japan	\$711	\$1,575	\$445

- Regardless to transportation costs, overseas visitors tend to have the highest average cost per person visit. This is attributable to the fact that overseas visitors stay longer in the province.
- Outdoor visitors from the U.K. had the highest average spending per person visit on food and beverage, recreation and entertainment, and retail, while German visitors had the highest average spending on accommodation.

Origin	Total Spending (000)	Share (%)
TOTAL	\$3,114,740	100.0%
CANADA	\$1,303,335	41.8%
Ontario	\$1,086,309	34.9%
Quebec	\$49,741	1.6%
USA	\$1,123,032	36.1%
Border States	\$696,624	22.4%
Michigan	\$147,957	4.8%
New York	\$110,782	3.6%
Ohio	\$115,788	3.7%
Pennsylvania	\$84,407	2.7%
Illinois	\$77,927	2.5%
Minnesota	\$74,718	2.4%
Wisconsin	\$85,044	2.7%
OVERSEAS	\$688,382	22.1%
UK	\$216,937	7.0%
Japan	\$44,103	1.4%
France	\$38,785	1.2%
Germany	\$80,239	2.6%

Item of Expenditure	Origin of Overnight Outdoor Visitors							
	Canada	Ontario	USA	Border States	Overseas	UK	Germany	Japan
Spending by overnight outdoor visitors, excluding transport related expenditures (millions)	\$970,987	\$802,614	\$969,353	\$629,714	\$411,162	\$118,339	\$50,489	\$22,347
% of total spending in Ontario by overnight outdoor visitors	74.5	73.9	86.3	90.4	59.7	54.5	62.9	50.7
Average Spending								
Per Person Visit	\$80	\$71	\$294	\$265	\$643	\$740	\$711	\$360
Per Person Night	\$24	\$12	\$72	\$71	\$61	\$67	\$69	\$130
Per Party Visit	\$154	\$138	\$756	\$712	\$1,361	\$1,517	\$1,683	\$798
Per Party Night	\$46	\$45	\$182	\$194	\$123	\$133	\$146	\$226
Accommodation (millions)	\$336,293	\$278,932	\$412,831	\$268,571	\$120,062	\$31,811	\$17,979	\$8,899
% of total spending in Ontario by overnight outdoor visitors	34.6	34.8	42.6	42.6	29.2	26.9	35.6	39.8
Average Spending								
Per Person Visit	\$28	\$25	\$125	\$113	\$188	\$199	\$253	\$144
Per Person Night	\$8	\$4	\$30	\$30	\$18	\$18	\$24	\$52
Per Party Visit	\$53	\$48	\$322	\$303	\$398	\$408	\$599	\$318
Per Party Night	\$16	\$16	\$78	\$83	\$36	\$36	\$52	\$90
Food/Beverage (millions)	\$383,413	\$318,775	\$242,153	\$157,842	\$108,980	\$33,683	\$13,386	\$5,585
% of total spending in Ontario by overnight outdoor visitors	39.5	39.7	25.0	25.1	26.5	28.5	26.5	25.0
Average Spending								
Per Person Visit	\$32	\$28	\$74	\$67	\$171	\$211	\$189	\$90
Per Person Night	\$9	\$5	\$18	\$18	\$16	\$19	\$18	\$32
Per Party Visit	\$61	\$55	\$189	\$178	\$361	\$432	\$446	\$199
Per Party Night	\$18	\$18	\$46	\$49	\$33	\$38	\$39	\$56
Recreation/Entertainment (millions)	\$129,777	\$106,604	\$171,014	\$112,334	\$63,908	\$20,258	\$5,855	\$2,793
% of total spending in Ontario by overnight outdoor visitors	13.4	13.3	17.6	17.8	15.5	17.1	11.6	12.5
Average Spending								
Per Person Visit	\$11	\$9	\$52	\$47	\$100	\$127	\$82	\$45
Per Person Night	\$3	\$2	\$13	\$13	\$9	\$11	\$8	\$16
Per Party Visit	\$21	\$18	\$133	\$127	\$212	\$260	\$195	\$100
Per Party Night	\$6	\$6	\$32	\$35	\$19	\$23	\$17	\$28
Retail (millions)	\$121,504	\$98,303	\$143,355	\$90,967	\$118,212	\$32,587	\$13,269	\$5,070
% of total spending in Ontario by overnight outdoor visitors	12.5	12.2	14.8	14.4	28.8	27.5	26.3	22.7
Average Spending								
Per Person Visit	\$10	\$9	\$44	\$38	\$185	\$204	\$187	\$82
Per Person Night	\$3	\$1	\$11	\$10	\$17	\$18	\$18	\$29
Per Party Visit	\$19	\$17	\$112	\$103	\$391	\$418	\$442	\$181
Per Party Night	\$6	\$5	\$27	\$28	\$35	\$37	\$38	\$51



How did 1999 compare to 1998 and 1996?

Outdoor visitors increased by 10.1% in 1999 over 1998, compared to an increase of 1.1% for total overnight visitors.

- While outdoor visitors increased by 10.1% over 1998, this market increased 18.5% over 1996.
- The share of total overnight visitors that participated in outdoor activities also increased, by 12.6% over 1996 and by 8.9% over 1998.

Table 14: Overnight Outdoor Visitors in Ontario

Year	Overnight Outdoor Visitors (000)	Rate of Change	Share of Total Overnight Visitors	All Overnight Visitors (000)	Rate of Change
1996	13,523	--	35.7%	37,841	--
1998	14,553	7.6%	36.9%	39,395	4.1%
1999	16,029	10.1%	40.2%	39,842	1.1%

- While the share of overnight outdoor visitors from Canada and Ontario decreased (by 8.6% and 7.7% respectively), Americans' and overseas residents' shares increased (by 30.6% and 150% respectively). These markets are mainly responsible for the growth in the outdoor visitor market.

Table 15: Overnight Outdoor Visitors in Ontario by Origin

Year	Total	Canada	Share	Ontario	Share	USA	Share	Overseas	Share
1996	13,523	11,073	81.9%	10,217	75.6%	1,978	14.6%	472	3.5%
1998	14,553	12,027	82.6%	11,101	76.3%	2,287	15.7%	239	1.6%
1999	16,029	12,097	75.5%	11,278	70.4%	3,293	20.5%	639	4.0%

- Festival Country realized the largest growth in 1999 over 1996 with an increase of 66.4%.
- Ontario's north also experienced a large growth over 1996 with an increase of 57.1% in outdoor visitors.
- Metro Toronto was the only region to experience a decrease in this market in 1999 compared to 1996, with a decrease of 28.1%.

Table 16: Overnight Outdoor Visitors in Ontario by Region

Year	Region 1	Region 2	Region 3	Region 4	Region 5	Region 6	Regions 7-12
1996	1,140	1,604	2,933	1,508	2,434	2,295	2,475
1998	1,367	1,979	3,565	1,480	2,187	2,294	3,170
1999	1,331	2,669	3,956	1,084	2,730	2,386	3,889

Glossary

ACCOMMODATION TYPE refers to the type(s) of accommodation used during the trip.

Other accommodation is a separate category in the CTS and ITS questionnaires, and includes dormitories, hostels, sleeping berths on trains and boats, etc. In many of the tabulations contained in this report, accommodation type "not stated" records have been combined with *other*.

ACTIVITIES ON TRIP. For each trip, respondents were asked to indicate whether they participated in any of a number of activities (aided measure). The activity could have occurred at any location on the trip (destination, location of overnight stop) since activity data are not captured on a location-specific basis.

EXPENDITURES ON TRIP. All dollars spent by all household members or party members who went on the trip and paid for by individuals, government or private sector business. Only expenditures incurred by visitors to Ontario are contained in this report. Spending by Ontarians on (Canadian) public fares for trips outside the province and with no visit in Ontario are not included here.

The following items of expenditures are excluded:

- food and beverage purchased prior to the trip to be used while on the trip;
- items purchased to be resold or used in a business;
- vehicles, such as cars, boats and caravans;
- capital investment, such as real estate, work of arts, rare articles and financial stocks;
- cash given to friends or relatives during a trip which does not represent payment for goods and services received, as well as donations to institutions.

EXPENDITURES IN ONTARIO. Canadian residents' expenditures on the trip are assigned by Statistics Canada to provinces of origin, destination, and location of overnight stops according to pre-set rules. Expenditures from the ITS were assigned to Ontario according to MTCR rules.

HOUSEHOLD/PARTY TRIP. A trip involving one or more persons from the same household/party leaving and returning together. If four persons from the same household take a trip, it counts as one household-trip.

The CTS captures household-based information, while the ITS captures party-based (not necessarily belonging to the same household) information.

MODE OF TRANSPORT. Mode of transport refers to the one used in Canada. It does not refer to the transport mode used by international visitors to come to Ontario.

PERSON NIGHT. A night spent away from home by a person taking a trip. If two persons take a trip involving three nights away from home, that counts for six person nights.

PERSON TRIP. A trip taken by one person. If two persons from the same household go on a trip, it counts for two person trips. If the same person takes two trips, it also counts for two person trips.

PURPOSE OF TRIP (MAIN). The main purpose categories include *visiting friends/relatives, pleasure, personal, business, convention*. In this report, *business convention* has been combined with *business* and *pleasure* has been combined with *non-business convention*.

QUALIFYING TRIP. A *qualifying trip* in the CTS is defined as travel from the usual place of residence to a location any distance away if an overnight trip and at least 40 km (one-way) if a same-day trip for any purpose other than as a member of an operating crew of a bus, plane, truck, etc; commuting to work or school; moving to a new residence; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada and trips that longer than one year. The distance minimum of 40 km applies only to same-day trips that originate in Ontario. In all other provinces, the minimum distance for a same-day trip is 80 km. In the ITS it includes all non-residents crossing the Canadian border (excludes crews of transportation firms).

REPORTING PERIOD. An one month reporting period is used by the CTS since the second quarter of 1992. All fieldwork takes place approximately three weeks after the end of the reporting period. For example, during the third week in July respondents would be asked to report on trips that ended in preceding June. In the ITS, a respondent is given a questionnaire which he/she is asked to fill out when his/her trip is completed.

RESPONDENT. In the CTS, a randomly selected individual in the sampled household (from the Statistics Canada Labour Force Survey sampling frame) who is at least 15 years of age. Specifically excluded from the LFS coverage are residents of Yukon and Northwest Territories, persons living on Indian Reserves, full-time members of the Canadian Armed Forces and persons living in institutions (inmates of penal institutions and patients in hospitals or nursing homes who have resided in the institution for more than six months).

VISIT. Place of overnight stay or for same day trips, the location of the trip's destination. If the respondent travelled twice to the same location during the same trip, only one visit is recorded at that location. In this report there are three types of visits at the sub-provincial level: visits that were destined to region x; visits that were destined to Ontario region y, but took an excursion to region x, and visits that were destined outside Ontario, but had an overnight stop in region x. A small number of CTS respondents with overnight trips indicated that had as their destination Ontario region x, but they spent no night in region x. These trips have been treated in this report as same day trips to region x.

Map of Ontario Travel Regions*



* As of 2001, the Ministry has identified new regions for research.